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For Immediate Release



Grow Solar Jefferson/Waukesha 2021 Ends: 56 Arrays to be Added

Region's Solar Group Buy Program Provided Additional Discounts for Program Participants

JEFFERSON & WAUKESHA COUNTIES — The Grow Solar Jefferson & Waukesha Counties group buy program has ended for the year, with a record 56 properties contracted to install clean, renewable energy in the coming months. The limited-time program gave people access to solar education and competitive prices for solar installations on residential and commercial properties through volume purchasing.

Nancy Gloe of Waukesha had just started to look into solar installers when she learned about the Grow Solar program. "It seemed easier to sign up with an existing program rather than starting from scratch, plus it was a little cheaper. Also having MREA involved in the contractor selection process made me more at ease and less concerned about running into problems."

Gloe and their fellow participants saw the benefits of the group buy model, in which the rebate for a solar system gets larger as more participants join and benchmarks are passed. The 2021 program far surpassed its 350 kW benchmark, adding more than 448 kW in total. Hitting that milestone means that customers will enjoy an average of \$1,600 in additional savings thanks to the program (average system size is 8.01 kW). In aggregate, these solar arrays will avoid the equivalent of 809,993 lbs of CO₂ in their first year of operation alone. Gloe's installation will completely offset her electricity usage. "I'm glad we are finally getting around to doing this. Should have done it years ago," said Gloe.

Through a competitive selection process, an advisory committee chose All Energy Solar as the program's solar installer. They offer high-quality solar installations, certifications for solar work, emphasize education and customer service.

Grow Solar Jefferson & Waukesha Counties 2021 launched last June with a series of Solar Power Hour informational sessions. During these free, hour-long presentations, Grow Solar

Jefferson & Waukesha representatives gave an explanation of the program, discussed the projected costs of installation, and highlighted the benefits of going solar.

A key component of a successful solar group buy is grassroots promotion between neighbors, friends, community groups and municipalities. This year, partner organizations included Waukesha County Green Team, Heart of the City/Fort Atkinson, and the Midwest Renewable Energy Association.

“The Waukesha County Green Team is incredibly grateful for the Grow Solar program and the amazing support from the City of Waukesha.” said Joanna Salinas, Outreach Coordinator for the Waukesha County Green Team. “The outpouring of interest in the program clearly indicates that Waukesha & Jefferson County residents are ready for solar!”

The Grow Solar Jefferson + Waukesha program, along with Glacial Heritage Solar in 2018 has helped 74 residents go solar, resulting in over 588 kW of new clean energy capacity in the area. Grow Solar is grateful for the hard work of all the local organizations and municipalities that made the program such a success. Stay tuned for a future program later in 2022!

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The MREA was incorporated as a 501(c)3 nonprofit shortly after the first [Energy Fair](#) in 1990. MREA's mission is to promote renewable energy, energy efficiency, and sustainable living through education and demonstration. To learn more, call 715-592-6595 or visit www.midwestrenew.org.



"Solar is contagious. Neighbors of Kate Burke snapped a perfect photo of her home in Waukesha, WI. Photo courtesy of Kate Burke of the Waukesha County Green Team."

Additional Resource: [Grow Solar Jefferson/Waukesha Media](#)